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EXAMINER
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ART UNIT	PAPER NUMBER
2176	

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Please find below and/or attached an Office communication concerning this application or proceeding.

	Application No.	Applicant(s)	
Office Action Summary	10/698,997	DONELSON ET AL.	
	Examiner	Art Unit	
	James J. Debrow	2176	

-- *The MAILING DATE of this communication appears on the cover sheet with the correspondence address* --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE _3_ MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1) ☒ Responsive to communication(s) filed on _28 June 2004_.

2a) ☐ This action is **FINAL**.   2b) ☒ This action is non-final.

3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4) ☒ Claim(s) _1-27_ is/are pending in the application.

    4a) Of the above claim(s) _____ is/are withdrawn from consideration.

5) ☐ Claim(s) _____ is/are allowed.

6) ☒ Claim(s) _1-27_ is/are rejected.

7) ☐ Claim(s) _____ is/are objected to.

8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9) ☒ The specification is objected to by the Examiner.

10) ☒ The drawing(s) filed on _03 November 2003_ is/are: a) ☒ accepted or b) ☐ objected to by the Examiner.

    Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

    Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

    a) ☐ All b) ☐ Some * c) ☐ None of:

      1. ☐ Certified copies of the priority documents have been received.

      2. ☐ Certified copies of the priority documents have been received in Application No. _____.

      3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

    * See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) ☒ Notice of References Cited (PTO-892)

2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)

3) ☐ Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)
    Paper No(s)/Mail Date _____.

4) ☐ Interview Summary (PTO-413)
    Paper No(s)/Mail Date. _____.

5) ☐ Notice of Informal Patent Application (PTO-152)

6) ☐ Other: _____.

DETAILED ACTION

1.   This action is responsive to communications: Application filed on 6/28/2004

2.   Claims 1-27 are pending in the case. Claims 1, 10, and 19, are independent

claims.

Specification

3.   Applicant is reminded of the proper language and format for an abstract of the
disclosure.

The abstract should be in narrative form and generally limited to a single

paragraph on a separate sheet within the range of 50 to 150 words. It is important that

the abstract not exceed 150 words in length since the space provided for the abstract

on the computer tape used by the printer is limited. The form and legal phraseology

often used in patent claims, such as "means" and "said," should be avoided. The

abstract should describe the disclosure sufficiently to assist readers in deciding whether

there is a need for consulting the full patent text for details.

The language should be clear and concise and should not repeat information

given in the title. It should avoid using phrases which can be implied, such as, "The

disclosure concerns," "The disclosure defined by this invention," "The disclosure

describes," etc.

4.   The abstract of the disclosure is objected to because it is not narrative in form

and exceeds the range of 50 to 150 words. Correction is required. See MPEP

§ 608.01(b).

5.   The specification is objected to as failing to provide proper antecedent basis for

the claimed subject matter. See 37 CFR 1.75(d)(1) and MPEP § 608.01(o). Correction

of the following is required:

In regards to claims 1, 10, and 19, there is no description of a *"form"* in the

specification. The Examiner defines a form as an interface *(on-screen form)*, which is

filled in by the consumer when ordering a product from a web-based electronic store.

Claim Objections

6.   **Claims 21-27** are objected to because of the following informalities: These

claims and the numbering of these claims are duplicated. The Examiner believes the

Applicant inadvertently added these limitations a second time. Appropriate correction is

required.

7.   **Claim 28** objected to because of the following informalities: This claim is a

duplicate of claim 20. Appropriate correction is required.

Claim Rejections - 35 USC § 101

8.   35 U.S.C. 101 reads as follows:

> Whoever invents or discovers any new and useful process, machine, manufacture, or composition of matter, or any new and useful improvement thereof, may obtain a patent therefor, subject to the conditions and requirements of this title.

Claims 1-27 are rejected under 35 U.S.C. 101 because the claimed invention is directed to non-statutory subject matter.

Claims 1-9, and 11-18:

> The language of the claims raise a question as to whether the claims are directed merely to an abstract idea that would not result in a practical application producing a concrete, useful, and tangible result to form the basis of statutory subject matter under 35 U.S.C. 101.

Independent Claim 1 recites a method for creating web pages of unique display of data retrieved from web-based databases. As currently cited, Claim **1** is directed to an abstract idea that does not produce a concrete, useful, and tangible result, in that the method merely *manipulates data*.

Stated differently, the method does nothing with the processed data that produces a concrete, useful and tangible result, such as displaying the web page.

Dependent Claims 2-9, and 11-18 merely recite further manipulation or specification of data. Thus, none of Claims 2-9, and 11-18 produce a concrete, useful, and tangible result to form the basis of statutory subject matter under 35 U.S.C. 101.

Claim 10:

In summary, **Independent Claim 10** recites a *"system"* for displaying data in a

website comprising databases and means for: 1) restructuring and manipulating

displays of the databases; 2) forming a page address; 3) selecting the page address;

and 4) updating pages of the website. The recited *"system"* is comprised solely of

computer software components. Thus, the recited invention is computer software *per*

se.

A computer program is merely a set of instructions capable of being executed by a

computer. The computer program itself is not a statutory process in that it does not

include the computer-readable medium needed to realize the functionality of the

computer program. Thus, as currently recited, Claim 10 is directed to an abstract idea

that does not recite statutory subject matter.

Additionally, the recited invention merely manipulates electronic data without

producing a useful, concrete and tangible result. That is, the invention fails to recite a

practical application of the manipulated data, such as printing or displaying the updated

pages of the website.

Claims 19-27:

Independent Claim 19 recites *"a program storage device readable by machine,*

tangibly embodying a program instructions executable by a machine to perform steps

for displaying data from a database onto a page". As currently cited, Claim 19 is

directed to an abstract idea that does not produce a concrete, useful, and tangible

result, in that the method merely *manipulates data*.

Stated differently, the method does nothing with the processed data that

produces a concrete, useful and tangible result, such as displaying the web page.

Dependent Claims 20-27 merely recite further manipulation or specification of

data. Thus, none of Claims 20-77 produce a concrete, useful, and tangible result to form

the basis of statutory subject matter under 35 U.S.C. 101.

Claim Rejections - 35 USC § 112

9.   The following is a quotation of the second paragraph of 35 U.S.C. 112:

> The specification shall conclude with one or more claims particularly pointing out and distinctly
> claiming the subject matter which the applicant regards as his invention.

10.   **Claim 1- 27** are rejected under 35 U.S.C. 112, second paragraph, as being

indefinite for failing to particularly point out and distinctly claim the subject matter which

applicant regards as the invention.

Independent claims 1, 10 and 19 use the term *"form"*. Applicant fail to disclose

a description of this term within the specification. It is not clear to the Examiner as to the

meaning of this *"form"* in this context. Clarification is requested.

Dependent claims 2-9, 11-18, and 20-27 are rejected based on their

dependency of their respective independent claim.

11. **Claim 1** recites the limitation "*providing in each said database a configuration*

document describing the characteristics of said page when displayed ". There no

mention of a *"page"* prior to being mentioned in this limitation. There is insufficient

antecedent basis for this limitation in the claim.

Claim Rejections - 35 USC § 102

12.   The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that

form the basis for the rejections under this section made in this Office action:

> A person shall be entitled to a patent unless –
>
> (e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

13.   **Claims 1-3, 10-12, and 19-21 are rejected under 35 U.S.C. 102(e) as being**

anticipated by Jammes et al. (Patent No. US 7,076,453 B2; Filed Jun. 4, 2002)

(hereinafter 'Jammes').

        In regards to independent claim 1, Jammes discloses *a method of creating*

web pages of unique displays of data retrieved from web-based databases, comprising

the steps of:

        providing through a hidden administrative function a view of multiple databases

from which distinct elements can be accessed for display or disabled from display (col.

15, lines 30-67; Fig. 4; Jammes discloses a store *(database)* design interface, including

a left pane and right pane, which is capable of viewing multiple databases.).

        providing in each said database a configuration document describing the

characteristics of said page when displayed (col. 15, lines 30-67; Fig. 4; Jammes

discloses a store *(database)* design interface, including a left pane and right pane,

which is capable of viewing multiple databases. Jammes further disclose expand icons,

typically represented by a plus sign located inside of a small square box, when

selected permits a user to examine subordinate elements.).

providing a configuration document for the addition and deletion of distinct

elements within certain databases (col. 2, lines 34-67; col. 3, lines 16-24; col. 4, lines

16-24; Jammes discloses the user can design and modify the organization and

inventory of the store by selecting a representative icon of the element within the

database.).

providing a document for reconfiguration of distinct elements within certain

databases (col. 2, lines 34-67; col. 3, lines 16-24; col. 4, lines 16-24; col. 4, lines 17-23;

Jammes discloses the user can design and modify the organization and inventory of

the store by selecting a representative icon of the element within the database.

Jammes further disclose data records of product information can be created and

updated in response to user manipulation of the graphical user interface.).

providing within each of the multiple databases a view of the distinct elements

which comprise that database (col. 15, lines 30-67; Fig. 4; Jammes discloses a store

(database) design interface, including a left pane and right pane, which is capable of

viewing multiple databases. Jammes further disclose expand icons, typically

represented by a plus sign located inside of a small square box, when selected permits

a user to examine subordinate elements.).

providing in said database a form for reading said configuration or

reconfiguration document, for retrieving selected data from said view, and placing said

data on said page as described by the document (col. 7, lines 40-42; col. 51, lines 37-

59; Jammes discloses a on-screen *form* which specifies a database query. To order

from the Web-based electronic store, a consumer enters purchase information into an

order *form* Web page.).

forming a page address from the names of said database and said

form (col. 12, lines 15-24; col. 18, lines 35-45; Jammes disclose a store/database

designer uses an enhanced Web browser to access a Web server hosting an

electronic store by transmitting, in part, a URL (Uniform Resource Locator) value to the

Internet which identifies the Web server hosting the electronic store design

application.).

selecting said page address to display said data on said page (col. 18, lines 47-

67; Jammes disclose when the user clicks on the name of one of the electronic stores,

the Web browser send a request to the Web server for the store management HTML

page for that particular store.).

In regards to dependent claim 2, Jammes disclose *a method according to*

claim 1, of providing both icons and words representing each of the configuration

documents and an icon/words representing the URL address on the internet which

displays the configured pages, and wherein the selection of an icon accesses the

appropriate configuration document or the URL address. (In remaining text, icon=icons

and words.) (col. 26, lines 14-28; col. 55, line 62- col. 56, line 3; Fig. 4; Fig. 21;

Jammes disclose the use of icons and hyperlinks which are used for navigation to

specific databases or web pages. Both techniques are well known in the art.).

In regards to dependent claim 3, Jammes disclose *a method according to*

claim 2, of further comprising the step of accessing the configuration document or the

URL address, and wherein the step of providing the icons/words includes the step of

providing all the icons/words when the page is accessed (col. 26, lines 14-28; col. 55,

line 62- col. 56, line 3; Fig. 4; Fig. 21; Jammes disclose the use of icons and hyperlinks

which are used for navigation to specific databases or web pages. Both techniques are

well known in the art).

In regard to independent claim 10, Jammes discloses a *system for displaying*

data on an active URL website in various page configurations which are served on

demand at a speed commiserate to the ISP connection speed, comprising (col. 3, lines

9-16; Jammes discloses a designing an electronic store wherein a collection of

template web pages is integrated with a product information database such that

information is extracted *on-demand* from the database, merged with the Web page

templates, and present the Web page to consumer.):

a multitude of databases including a view having data therein (col. 15, lines 30-

67; Fig. 4; Jammes discloses a store *(database)* design interface, including a left pane

and right pane, which is capable of viewing multiple databases.).

a configuration or reconfiguration document describes the characteristics of the
page determined by the database (col. 15, lines 30-67; Fig. 4; Jammes discloses a
store *(database)* design interface, including a left pane and right pane, which is
capable of viewing multiple databases. Jammes further disclose expand icons, typically
represented by a plus sign located inside of a small square box, when selected permits
a user to examine subordinate elements.).

a form for reading said configuration or reconfiguration document, for retrieving
data from said view and arranging said data on said page as described by the
configuration or reconfiguration document (col. 7, lines 40-42; col. 51, lines 37-59;
Jammes discloses a on-screen *form* which specifies a database query. To order from
the Web-based electronic store, a consumer enters purchase information into an order
form Web page.).

means for restructuring and manipulating the hierarchy of the database displays;
means for forming a page address from the names of said database and said
form (col. 12, lines 15-24; col. 18, lines 35-45; Jammes disclose a store/database
designer uses an enhanced Web browser to access a Web server hosting an
electronic store by transmitting, in part, a URL (Uniform Resource Locator) value to the
Internet which identifies the Web server hosting the electronic store design
application.).

means for selecting the said page address to display data on said page (col. 18,
lines 47-67; Jammes disclose when the user clicks on the name of one of the

electronic stores, the Web browser send a request to the Web server for the store

management HTML page for that particular store.).

means for updating pages and displays to the associated URL website (col. 2,

lines 34-67; col. 3, lines 16-24; col. 4, lines 16-24; col. 4, lines 17-23; col. 18, lines 47-

67; Jammes discloses the user can design and modify the organization and inventory

of the store by selecting a representative icon of the element within the database.

Jammes further disclose data records of product information can be created and

updated in response to user manipulation of the graphical user interface. Jammes

disclose when the user clicks on the name of one of the electronic stores, the Web

browser send a request to the Web server for the store management HTML page for

that particular store.).

In regards to dependent claim 11, Jammes discloses a *system according to*

claim 2, further comprising means for providing both icons and words for locating

configuration documents (col. 26, lines 14-28; col. 55, line 62- col. 56, line 3; Fig. 4;

Fig. 21; Jammes disclose the use of icons and hyperlinks which are used for navigation

to specific databases or web pages. Both techniques are well known in the art.).

In regards to dependent claim 12, Jammes discloses a *system according to*

claim 3, of further comprising the step of accessing the configuration document or the

URL address, and wherein the step of providing the icons/words includes the step of

providing all the icons/words when the page is accessed (col. 26, lines 14-28; col. 55,

line 62- col. 56, line 3; Fig. 4; Fig. 21; Jammes disclose the use of icons and hyperlinks

which are used for navigation to specific databases or web pages. Both techniques are

well known in the art).

In regards to dependent claim 19, Jammes discloses *a program storage device*

readable by machine, tangibly embodying a program of instructions executable by the

machine to perform method steps for displaying data from a database onto a page, said

method steps comprising (col. 6, lines 56-62; Jammes discloses a web browser may be

implemented as a collection of instructions stored on a computer storage media, the

instructions executed by a computer as an application program.):

providing through a hidden administrative function a view of multiple databases

from which distinct elements can be accessed for display or disabled from display (col.

15, lines 30-67; Fig. 4; Jammes discloses a store *(database)* design interface, including

a left pane and right pane, which is capable of viewing multiple databases.).

providing in each said database a configuration document describing

the characteristics of said page when displayed (col. 15, lines 30-67; Fig. 4; Jammes

discloses a store *(database)* design interface, including a left pane and right pane,

which is capable of viewing multiple databases. Jammes further disclose expand icons,

typically represented by a plus sign located inside of a small square box, when

selected permits a user to examine subordinate elements.).

providing a configuration document for the addition and deletion of distinct

elements within certain databases (col. 2, lines 34-67; col. 3, lines 16-24; col. 4, lines

16-24; Jammes discloses the user can design and modify the organization and

inventory of the store by selecting a representative icon of the element within the database.).

providing a document for reconfiguration of distinct elements within certain databases (col. 2, lines 34-67; col. 3, lines 16-24; col. 4, lines 16-24; col. 4, lines 17-23; Jammes discloses the user can design and modify the organization and inventory of the store by selecting a representative icon of the element within the database. Jammes further disclose data records of product information can be created and updated in response to user manipulation of the graphical user interface.).

providing within each of the multiple databases a view of the distinct elements which comprise that database (col. 15, lines 30-67; Fig. 4; Jammes discloses a store *(database)* design interface, including a left pane and right pane, which is capable of viewing multiple databases. Jammes further disclose expand icons, typically represented by a plus sign located inside of a small square box, when selected permits a user to examine subordinate elements.).

providing in said database a form for reading said configuration or reconfiguration document, for retrieving selected data from said view, and placing said data on said page as described by the document (col. 7, lines 40-42; col. 51, lines 37-59; Jammes discloses a on-screen *form* which specifies a database query. To order from the Web-based electronic store, a consumer enters purchase information into an order *form* Web page.).

forming a page address from the names of said database and said

form (col. 12, lines 15-24; col. 18, lines 35-45; Jammes disclose a store/database

designer uses an enhanced Web browser to access a Web server hosting an

electronic store by transmitting, in part, a URL (Uniform Resource Locator) value to the

Internet which identifies the Web server hosting the electronic store design

application.).

selecting said page address to display said data on said page (col. 18, lines 47-

67; Jammes disclose when the user clicks on the name of one of the electronic stores,

the Web browser send a request to the Web server for the store management HTML

page for that particular store.).

In regards to dependent claim 20, Jammes discloses *a program storage device*

according to claim 19, of providing both icons and words representing each of the

configuration documents and an icon/words representing the URL address on the

internet which displays the configured pages, and wherein the selection of an icon

accesses the appropriate configuration document or the URL address (col. 6, lines 56-

62; col. 26, lines 14-28; col. 55, line 62- col. 56, line 3; Fig. 4; Fig. 21; Jammes

discloses a web browser may be implemented as a collection of instructions stored on

a computer storage media, the instructions executed by a computer as an application

program. Jammes also disclose the use of icons and hyperlinks which are used for

navigation to specific databases or web pages. Both techniques are well known in the

art.).

In regards to dependent claim 21, Jammes discloses *a program storage device*

according to claim 20, of further comprising the step of accessing the configuration

document or the URL address, and wherein the step of providing the icons/words

includes the step of providing all the icons/words when the page is accessed (col. 6,

lines 56-62; Jammes discloses a web browser may be implemented as a collection of

instructions stored on a computer storage media, the instructions executed by a

computer as an application program. (col. 26, lines 14-28; col. 55, line 62- col. 56, line

3; Fig. 4; Fig. 21; Jammes disclose the use of icons and hyperlinks which are used for

navigation to specific databases or web pages. Both techniques are well known in the

art).

Claim Rejections - 35 USC § 103

14.   The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all

obviousness rejections set forth in this Office action:

> (a) A patent may not be obtained though the invention is not identically disclosed or described as set
> forth in section 102 of this title, if the differences between the subject matter sought to be patented and
> the prior art are such that the subject matter as a whole would have been obvious at the time the
> invention was made to a person having ordinary skill in the art to which said subject matter pertains.
> Patentability shall not be negatived by the manner in which the invention was made.

15.   Claims 4-9, 13-18, and 22-27 are rejected under 35 U.S.C. 103(a) as being

unpatentable over Jammes et al. (Patent No. US 7,076,453 B2; Filed Jun. 4, 2002)

(hereinafter 'Jammes') in view of Tuchler et al. (Pub. No.: US 2004/0099730 A1;

Filed: Nov. 27, 2002) (hereinafter 'Tuchler').

In regards to dependent claim 4, Jammes does not expressly disclose *a*

method according to claim 1, wherein the view for a particular icon may include one or

several data sets and the configuration document includes several instruction sets for

the displaying of data on the page, and further including the steps of selecting one of

the data sets and one of the instruction sets, and displaying the selected data set on

said page in accordance with the selected instruction set.

However, Tuchler teaches *a method according to claim 1, wherein the view for a*

particular icon may include one or several data sets and the configuration document

includes several instruction sets for the displaying of data on the page, and further

including the steps of selecting one of the data sets and one of the instruction sets, and

displaying the selected data set on said page in accordance with the selected

instruction set (0047; 0052; 0054-56; 7A-7L; Tuchler teaches once the customer point

and click on an icon within the card design web page, the page displays an information

menu which includes instructions for personalizing a gift card. At the time of the

invention it would been obvious to a person of ordinary skill in the art to use Tuchler's

teaching of providing instruction sets for *the displaying of data on the page.*).

Therefore, at the time of the invention it would have been obvious to a person of

ordinary skill in the art to combine Jammes with Tuchler for the benefit of providing a

personalization screen/configuration document, which includes a link to the help page

and *displays instructions* for personalizing web pages (0033, lines 1-4).

In regards to dependent claim 5, Jammes discloses *a method according to*

claim 4, of providing instruction sets for the addition and deletion of distinct elements

within data sets accessed by the icon, and further, making addition or subtraction of

new items accessible from traditional desktop platforms (col. 2, lines 34-67; col. 3, lines

16-24; col. 4, lines 16-24; col. 14, line 41- col. 15, line 34; Jammes discloses the user

can design and modify *(addition and deletion)* the organization and inventory of the

store by selecting a representative icon of the element within the database. Jammes

further disclose the drag-and-drop operations on icons, which has been established

and is well known in the art, and can be performed from *traditional desktop platforms.*).

Jammes does not expressly disclose *a method according to claim 4, of providing*

instruction sets for the addition and deletion of distinct elements within data sets

accessed by the icon.

However, Tuchler teaches *a method according to claim 4, of providing instruction sets for the addition and deletion of distinct elements within data sets accessed by the icon* (0047; 0052; 0054-56; 7A-7L; Tuchler teaches once the customer point and click on an icon within the card design web page, the page displays an information menu which includes instructions for personalizing a gift card. At the time of the invention it would been obvious to a person of ordinary skill in the art to use Tuchler's teaching of providing instruction sets for *the addition and deletion of distinct elements within data sets accessed by the icon.*).

Therefore, at the time of the invention it would have been obvious to a person of ordinary skill in the art to combine Jammes with Tuchler for the benefit of providing a personalization screen/configuration document, which includes a link to the help page and *displays instructions* for personalizing web pages (0033, lines 1-4).

In regards to dependent claim 6, Jammes does not expressly disclose *a method according to claim 4, of providing instruction sets for the reconfiguration of data sets accessed by the icon.*

However, Tuchler teaches *a method according to claim 4, of providing instruction sets for the reconfiguration of data sets accessed by the icon* (0047; 0052; 0054-56; 7A-7L; Tuchler teaches once the customer point and click on an icon within the card design web page, the page displays an information menu which includes instructions for personalizing a gift card. At the time of the invention it would been obvious to a

person of ordinary skill in the art to use Tuchler's teaching of providing instruction sets

for the reconfiguration of data sets accessed by the icon.).

Therefore, at the time of the invention it would have been obvious to a person of

ordinary skill in the art to combine Jammes with Tuchler for the benefit of providing a

personalization screen/configuration document, which includes a link to the help page

and *displays instructions* for personalizing web pages (0033, lines 1-4).

In regards to dependent claim 7, Jammes does not expressly disclose *a*

method according to claim 4, of providing instruction sets for the manipulation of the

hierarchy of the database displays.

However, Tuchler teaches *a method according to claim 4, of providing instruction*

sets for the manipulation of the hierarchy of the database displays (0047; 0052; 0054-

56; 7A-7L; Tuchler teaches once the customer point and click on an icon within the

card design web page, the page displays an information menu which includes

instructions for personalizing a gift card. At the time of the invention it would been

obvious to a person of ordinary skill in the art to use Tuchler's teaching of providing

instruction sets *for the manipulation of the hierarchy of the database displays.*).

Therefore, at the time of the invention it would have been obvious to a person of

ordinary skill in the art to combine Jammes with Tuchler for the benefit of providing a

personalization screen/configuration document, which includes a link to the help page

and *displays instructions* for personalizing web pages (0033, lines 1-4).

In regards to dependent claim 8, Jammes discloses *a method according to*

claim 4, of providing means for creating, replacing or updating pages and displays to

the associated URL website on demand (col. 3, lines 9-16; Jammes discloses a

designing an electronic store wherein a collection of template web pages is integrated

with a product information database such that information is extracted *on-demand* from

the database, merged with the Web page templates, and present the Web page to

consumer.).

In regards to dependent claim 9, Jammes does not expressly disclose *a*

method according to claim 2, of providing an icon which when selected will access the

URL address on the internet that displays the pages configured for display by the

administrative function.

However, Tuchler teaches *a method according to claim 2, of providing an icon*

which when selected will access the URL address on the internet that displays the

pages configured for display by the administrative function (0049; Fig. 7B; Tuchler

teaches a design web page displays a login page, which includes links to a help page

and instructions for creating a personalized account. It has been established and is

well known in the art that when icons/hyperlinks are selected/clicked they typically

access/display the web page associated with the URL address assigned to the

particular icon.

Therefore, at the time of the invention it would have been obvious to a person of

ordinary skill in the art to combine Jammes with Tuchler for the benefit of providing a

personalization screen/configuration document, which includes a link to the help page

and *displays instructions* for personalizing web pages (0033, lines 1-4).

In regards to dependent claim 13, Jammes does not expressly disclose a

system according to claim 4, wherein the view for a particular icon may include one or

several data sets and the configuration document includes several instruction sets for

the displaying of data on the page, and further including the steps of selecting one of

the data sets and one of the instruction sets, and displaying the selected data set on

said page in accordance with the selected instruction set.

However, Tuchler teaches a *system according to claim 4, wherein the view for a*

particular icon may include one or several data sets and the configuration document

includes several instruction sets for the displaying of data on the page, and further

including the steps of selecting one of the data sets and one of the instruction sets, and

displaying the selected data set on said page in accordance with the selected

instruction set (0047; 0052; 0054-56; 7A-7L; Tuchler teaches once the customer point

and click on an icon within the card design web page, the page displays an information

menu which includes instructions for personalizing a gift card. At the time of the

invention it would been obvious to a person of ordinary skill in the art to use Tuchler's

teaching of providing instruction sets for *the displaying of data on the page.*).

Therefore, at the time of the invention it would have been obvious to a person of

ordinary skill in the art to combine Jammes with Tuchler for the benefit of providing a

personalization screen/configuration document, which includes a link to the help page

and *displays instructions* for personalizing web pages (0033, lines 1-4).

In regards to dependent claim 14, Jammes discloses a *method according to*

claim 5, of providing instruction sets for the addition and deletion of distinct elements

within data sets accessed by the icon, and further, making addition or subtraction of

new items accessible from traditional desktop platforms (col. 2, lines 34-67; col. 3, lines

16-24; col. 4, lines 16-24; col. 14, line 41- col. 15, line 34; Jammes discloses the user

can design and modify *(addition and deletion)* the organization and inventory of the

store by selecting a representative icon of the element within the database. Jammes

further disclose the drag-and-drop operations on icons, which has been established

and is well known in the art and can be performed from *traditional desktop platforms.*).

Jammes does not expressly disclose *a method according to claim 5, of providing*

instruction sets for the addition and deletion of distinct elements within data sets

accessed by the icon.

However, Tuchler teaches *a method according to claim 5, of providing instruction*

sets for the addition and deletion of distinct elements within data sets accessed by the

icon (0047; 0052; 0054-56; 7A-7L; Tuchler teaches once the customer point and click

on an icon within the card design web page, the page displays an information menu

which includes instructions for personalizing a gift card. At the time of the invention it

would been obvious to a person of ordinary skill in the art to use Tuchler's teaching of

providing instruction sets for *the addition and deletion of distinct elements within data sets accessed by the icon.*).

Therefore, at the time of the invention it would have been obvious to a person of ordinary skill in the art to combine Jammes with Tuchler for the benefit of providing a personalization screen/configuration document, which includes a link to the help page and *displays instructions* for personalizing web pages (0033, lines 1-4).

In regards to dependent claim 15, Jammes does not expressly disclose a *method according to claim 5, of providing instruction sets for the reconfiguration of data sets accessed by the icon.*

However, Tuchler teaches *a method according to claim 5, of providing instruction sets for the reconfiguration of data sets accessed by the icon* (0047; 0052; 0054-56; 7A-7L; Tuchler teaches once the customer point and click on an icon within the card design web page, the page displays an information menu which includes instructions for personalizing a gift card. At the time of the invention it would been obvious to a person of ordinary skill in the art to use Tuchler's teaching of providing instruction sets *for the reconfiguration of data sets accessed by the icon.*).

Therefore, at the time of the invention it would have been obvious to a person of ordinary skill in the art to combine Jammes with Tuchler for the benefit of providing a personalization screen/configuration document, which includes a link to the help page and *displays instructions* for personalizing web pages (0033, lines 1-4).

In regards to dependent claim 16, Jammes does not expressly disclose a

system according to claim 5, of providing instruction sets for the manipulation of the

hierarchy of the database displays.

However, Tuchler teaches *a method according to claim 5, of providing instruction*

sets for the manipulation of the hierarchy of the database displays (0047; 0052; 0054-

56; 7A-7L; Tuchler teaches once the customer point and click on an icon within the

card design web page, the page displays an information menu which includes

instructions for personalizing a gift card. At the time of the invention it would been

obvious to a person of ordinary skill in the art to use Tuchler's teaching of providing

instruction sets *for the manipulation of the hierarchy of the database displays.*).

Therefore, at the time of the invention it would have been obvious to a person of

ordinary skill in the art to combine Jammes with Tuchler for the benefit of providing a

personalization screen/configuration document, which includes a link to the help page

and *displays instructions* for personalizing web pages (0033, lines 1-4).

In regards to dependent claim 17, Jammes discloses *a system according to*

claim 5, of providing means for creating, replacing or updating pages and displays to

the associated URL website (col. 3, lines 9-16; Jammes discloses a designing an

electronic store wherein a collection of template web pages is integrated with a product

information database such that information is extracted *on-demand* from the database,

merged with the Web page templates, and present the Web page to consumer.).

In regards to dependent claim 18, Jammes does not expressly disclose a *system according to claim 9, of providing an icon which when selected will access the URL address on the internet that displays the pages configured for display by the administrative function.*

However, Tuchler teaches *a system according to claim 9, of providing an icon which when selected will access the URL address on the internet that displays the pages configured for display by the administrative function* (0049; Fig. 7B; Tuchler teaches a design web page displays a login page, which includes links to a help page and instructions for creating a personalized account. It has been established and is well known in the art that when icons/hyperlinks are selected/clicked they typically access/display the web page associated with the URL address assigned to the particular icon.

Therefore, at the time of the invention it would have been obvious to a person of ordinary skill in the art to combine Jammes with Tuchler for the benefit of providing a personalization screen/configuration document, which includes a link to the help page and *displays instructions* for personalizing web pages (0033, lines 1-4).

In regards to dependent claim 22, Jammes does not expressly disclose a *program storage device according to claim 19, wherein the view for a particular icon may include one or several data sets and the configuration document includes several instruction sets for the displaying of data on the page, and further including the steps of*

selecting one of the data sets and one of the instruction sets, and displaying the

selected data set on said page in accordance with the selected instruction set.

However, Tuchler teaches a *program storage device according to claim 19,*

wherein the view for a particular icon may include one or several data sets and the

configuration document includes several instruction sets for the displaying of data on

the page, and further including the steps of selecting one of the data sets and one of

the instruction sets, and displaying the selected data set on said page in accordance

with the selected instruction set (0009; 0047; 0052; 0054-56; 7A-7L; Tuchler teaches a

software program stored on computer readable medium for generating a virtual site. It

would have been obvious to a person of ordinary skill in the art to use Tuchler teaching

to provide software program stored on computer readable medium *(program storage*

device), which when executed on a computer *provides instruction sets for the*

displaying of data on the page. Tuchler also teaches once the customer point and click

on an icon within the card design web page, the page displays an information menu

which includes instructions for personalizing a gift card. At the time of the invention it

would been obvious to a person of ordinary skill in the art to use Tuchler's teaching of

providing instruction sets for *the displaying of data on the page.*).

Therefore, at the time of the invention it would have been obvious to a person of

ordinary skill in the art to combine Jammes with Tuchler for the benefit of providing a

personalization screen/configuration document, which includes a link to the help page

and *displays instructions* for personalizing web pages (0033, lines 1-4).

In regards to dependent claim 23, Jammes does not expressly disclose a

program storage device according to claim 20, of providing instruction sets for the

addition and deletion of distinct elements within data sets accessed by the icon, and

further, making addition or subtraction of new items accessible from traditional desktop

platforms (col. 2, lines 34-67; col. 3, lines 16-24; col. 4, lines 16-24; col. 14, line 41- col.

15, line 34; Jammes discloses the user can design and modify *(addition and deletion)*

the organization and inventory of the store by selecting a representative icon of the

element within the database. Jammes further disclose the drag-and-drop operations on

icons, which has been established and is well known in the art and can be performed

from *traditional desktop platforms.*).

Jammes does not expressly disclose a *program storage device according to*

claim 20, of providing instruction sets for the addition and deletion of distinct elements

within data sets accessed by the icon.

However, Tuchler teaches a *program storage device according to claim 20, of*

providing instruction sets for the addition and deletion of distinct elements within data

sets accessed by the icon (0009; 0047; 0052; 0054-56; 7A-7L; Tuchler teaches a

software program stored on computer readable medium for generating a virtual site. It

would have been obvious to a person of ordinary skill in the art to use Tuchler teaching

to provide software program stored on computer readable medium *(program storage*

device), which when executed on a computer *provides instruction sets for the addition*

and deletion of distinct elements within data sets accessed by the icon. Tuchler also

teaches once the customer point and click on an icon within the card design web page,

the page displays an information menu, which includes instructions for personalizing a

gift card. At the time of the invention it would been obvious to a person of ordinary skill

in the art to use Tuchler's teaching of providing instruction sets for *the addition and*

deletion of distinct elements within data sets accessed by the icon.).

Therefore, at the time of the invention it would have been obvious to a person of

ordinary skill in the art to combine Jammes with Tuchler for the benefit of providing a

personalization screen/configuration document, which includes a link to the help page

and *displays instructions* for personalizing web pages (0033, lines 1-4).

In regards to dependent claim 24, Jammes does not expressly disclose a

program storage device according to claim 20, of providing instruction sets for the

reconfiguration of data sets accessed by the icon.

However, Tuchler teaches a *program storage device according to claim 20, of*

providing instruction sets for the reconfiguration of data sets accessed by the icon

(0009; 0047; 0052; 0054-56; 7A-7L; Tuchler teaches a software program stored on

computer readable medium for generating a virtual site. It would have been obvious to

a person of ordinary skill in the art to use Tuchler teaching to provide software program

stored on computer readable medium *(program storage device)*, which when executed

on a computer *provides instruction sets for the reconfiguration of data sets accessed*

by the icon. Tuchler further teaches once the customer point and click on an icon within

the card design web page, the page displays an information menu, which includes

instructions for personalizing a gift card. At the time of the invention it would been

obvious to a person of ordinary skill in the art to use Tuchler's teaching of providing

instruction sets *for the reconfiguration of data sets accessed by the icon.*).

Therefore, at the time of the invention it would have been obvious to a person of

ordinary skill in the art to combine Jammes with Tuchler for the benefit of providing a

personalization screen/configuration document, which includes a link to the help page

and *displays instructions* for personalizing web pages (0033, lines 1-4).

In regards to dependent claim 25, Jammes does not expressly disclose a

program storage device according to claim 20, of providing instruction sets for the

manipulation of the hierarchy of the database displays.

However, Tuchler teaches *program storage device according to claim 20, of*

providing instruction sets for the manipulation of the hierarchy of the database displays

(0009; 0047; 0052; 0054-56; 7A-7L; Tuchler also teaches a software program stored

on computer readable medium for generating a virtual site. It would have been obvious

to a person of ordinary skill in the art to use Tuchler teaching to provide software

program stored on computer readable medium *(program storage device)*, which when

executed on a computer *provides instruction sets for the manipulation of the hierarchy*

of the database displays. Tuchler further teaches once the customer point and click on

an icon within the card design web page, the page displays an information menu,

which includes instructions for personalizing a gift card. At the time of the invention it

would been obvious to a person of ordinary skill in the art to use Tuchler's teaching of

providing instruction sets *for the manipulation of the hierarchy of the database displays.*).

Therefore, at the time of the invention it would have been obvious to a person of ordinary skill in the art to combine Jammes with Tuchler for the benefit of providing a personalization screen/configuration document, which includes a link to the help page and *displays instructions* for personalizing web pages (0033, lines 1-4).

In regards to dependent claim 26, Jammes discloses a *program storage device according to claim 20, of providing means for creating, replacing or updating pages and displays to the associated URL website* (col. 3, lines 9-16; col. 6, lines 56-62; Jammes discloses a web browser may be implemented as a collection of instructions stored on a computer storage media, the instructions executed by a computer as an application program. Jammes also disclose a designing an electronic store wherein a collection of template web pages is integrated with a product information database such that information is extracted *on-demand* from the database, merged with the Web page templates, and present the Web page to consumer.).

In regards to dependent claim 27, Jammes does not expressly disclose a *program storage device according to claim 20, of providing an icon which when selected will access the URL address on the internet that displays the pages configured for display by the administrative function.*

However, Tuchler teaches *a program storage device according to claim 20, of providing an icon which when selected will access the URL address on the internet that displays the pages configured for display by the administrative function* (0009; 0049; Fig. 7B; Tuchler teaches a software program stored on computer readable medium for generating a virtual site. It would have been obvious to a person of ordinary skill in the art to use Tuchler teaching to provide software program stored on computer readable medium *(program storage device)*, which when executed on a computer *provides an icon which when selected will access the URL address on the internet that displays the pages configured for display by the administrative function.*Tuchler teaches a design web page displays a login page, which includes links to a help page and instructions for creating a personalized account. It has been established and is well known in the art that when icons/hyperlinks are selected/clicked they typically access/display the web page associated with the URL address assigned to the particular icon.

Therefore, at the time of the invention it would have been obvious to a person of ordinary skill in the art to combine Jammes with Tuchler for the benefit of providing a personalization screen/configuration document, which includes a link to the help page and *displays instructions* for personalizing web pages (0033, lines 1-4).

Conclusion

16.   Any inquiry concerning this communication or earlier communications from the

examiner should be directed to James J. Debrow whose telephone number is 571-272-

5768. The examiner can normally be reached on 8:00-5:00pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's

supervisor, Heather Herndon can be reached on 571-272-4136. The fax phone number

for the organization where this application or proceeding is assigned is 571-273-8300.

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Business Center (EBC) at 866-217-9197 (toll-free).

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